

PSYCHOLOGY; LEARNING



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TODAY'S LESSON

By the end of the day, you will be able to identify;

- ✓ Kinds of Learning
- ✓ Conditioned Learning; Classical & Operant
- ✓ Pavlov Theory & Formula
- ✓ Observational Learning
- ✓ Maryam, Noor & Wardshah as amazing teachers

WHAT ABOUT LEARNING?

- ▶ One of the **results** of organizing **information** we collect from our **senses** is that we learn from our **experiences**.
- ▶ Psychologists define learning as a **change** in **knowledge** or **behavior** as a result of **experience**.
- ▶ Most human **thought** and **behavior** are results of **learning**.
- ▶ A great deal of **learning** happens during the first few **years** of life, although we **continue** to learn throughout time.
- ▶ Other living **species** learn as well.



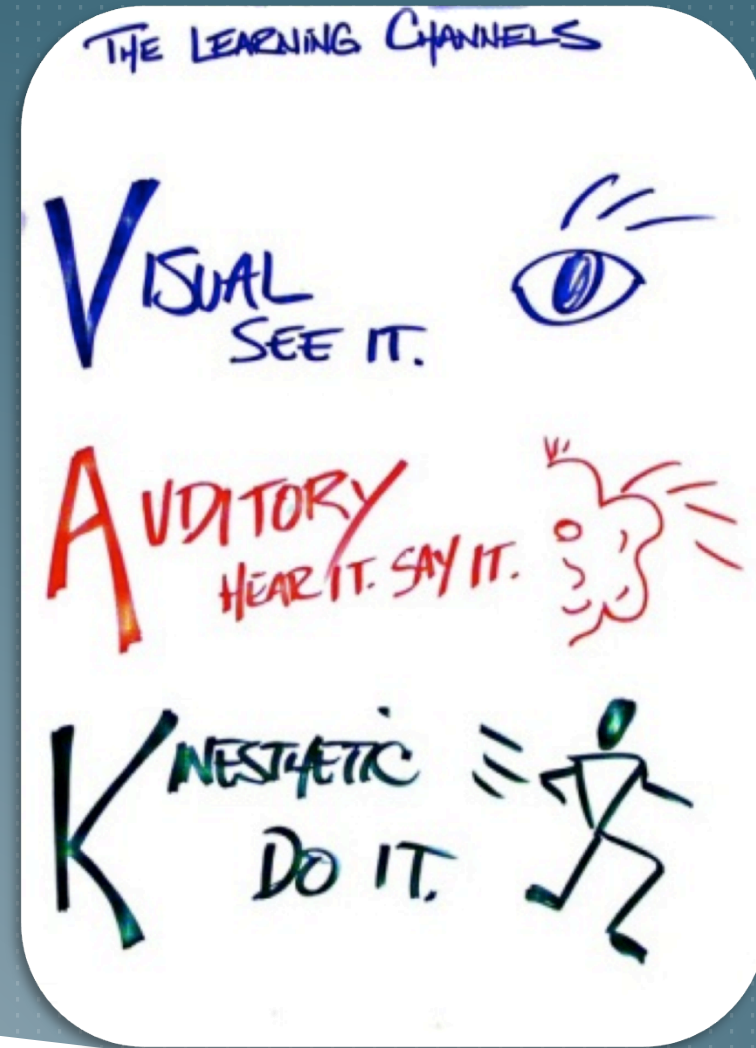
WHAT ABOUT LEARNING?



- ▶ The fact that **humans** rely more on **learning** than on **instinct** is an advantage.
- ▶ We can change our **thinking** and **behaviors** to meet new situations.
- ▶ The **young** must learn a great deal **before** they can look after themselves (ex. **Parents**) some see as a **disadvantage**.

KINDS OF LEARNING

- ▶ People learn in many different ways; visual, kinesthetic, auditory.
- ▶ We learn today that there is a scientific way we take information.
- ▶ We take it by conditional (classical & operant) learning and observational learning.



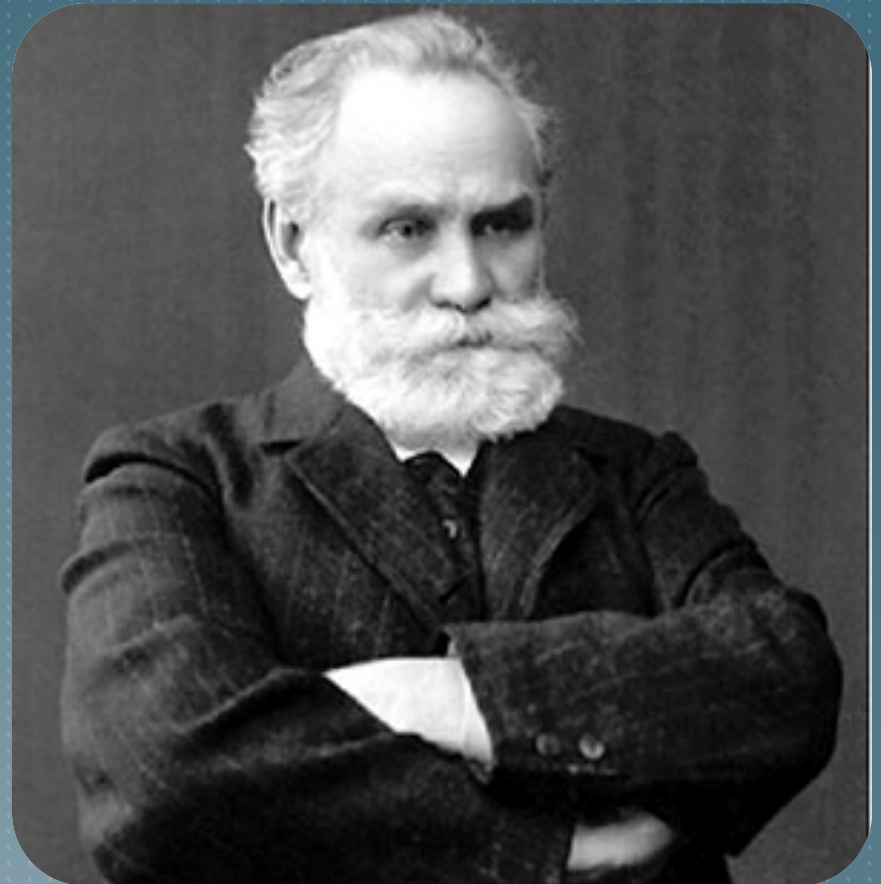
I) CONDITIONAL LEARNING



- ▶ What is **conditioning**?
- ▶ In science, it's the pattern of behavior in the presence of an environmental **stimulus**.
- ▶ In simpler words, **human behavior** is determined on how we learn to **respond** to different things.
- ▶ Psychologists believe that almost all of human behavior is due to **conditioned** learning.

CONDITIONAL LEARNING; CLASSICAL

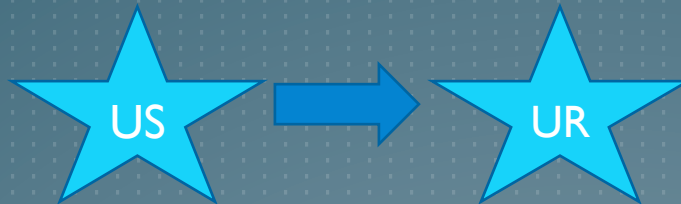
- ▶ **Stimulus**; something that causes people to **react**.
- ▶ **Russian** psychologist **Ivan Pavlov**, was studying human **digestion**. His experiments involved **dogs** and how much they **salivate** towards **food**.
- ▶ He noticed that every time **dogs** were given food, they'd **salivate**.
- ▶ Pavlov **conditioned** the dogs to **salivate** whenever they hear the **noise** of the **bell**.



PAVLOV FORMULA

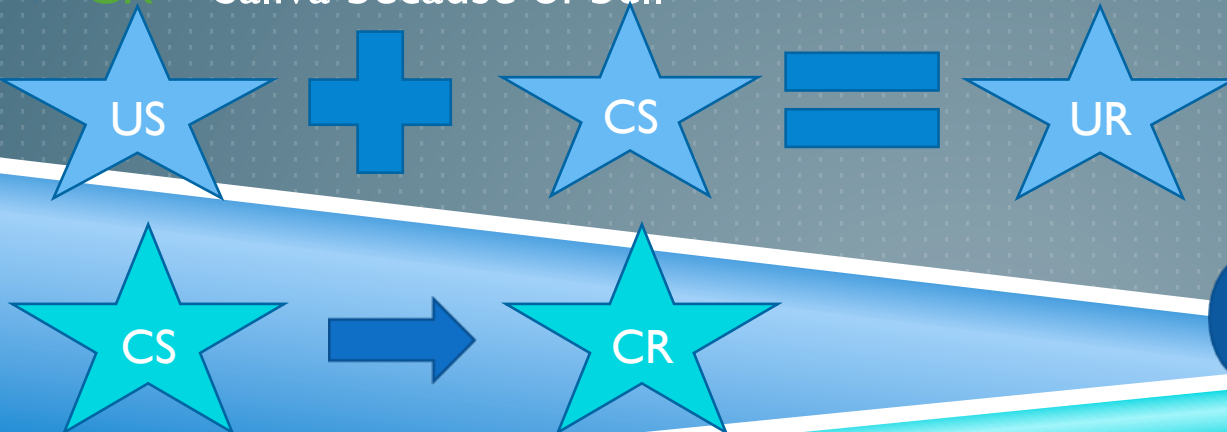
Before Conditioning

- ▶ **US** = Food
- ▶ **UR** = Saliva because of food



After Conditioning

- ▶ **CS** = Bell
- ▶ **CR** = Saliva because of bell



Key Terms;

- ❖ Unconditioned Response: Instant unlearned reaction
- ❖ Conditioned Response: Learned reaction
- **US** (Unconditioned Stimulus)
- **UR** (Unconditioned Response)
- **CS** (Conditioned Stimulus)
- **CR** (Conditioned Response)

1. Before conditioning



→
response



Food

Salivation

**Unconditioned
stimulus**

**Unconditioned
response**

2. Before conditioning



→
response



Tuning fork

No salivation

**Neutral
stimulus**

**No conditioned
response**

3. During conditioning



+



→
response



Tuning fork

Food

Salivation

**Unconditioned
response**

4. After conditioning



→
response



Tuning fork

Salivation

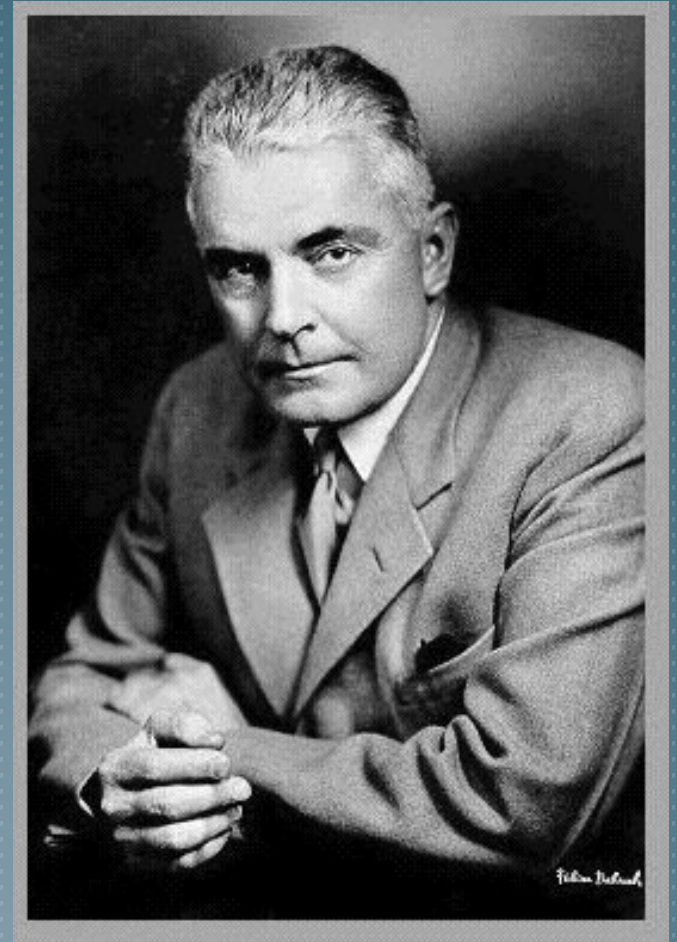
**Conditioned
stimulus**

**Conditioned
response**

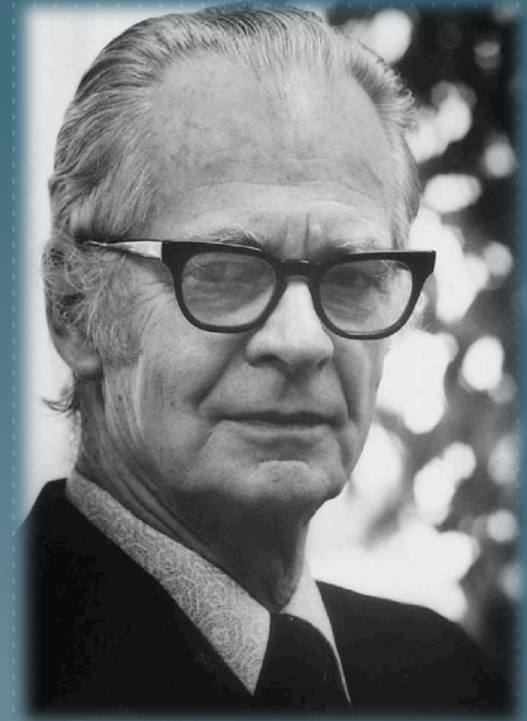
THE OFFICE VIDEO; PAVLOV THEORY

CLASSICAL CONDITIONING; CASE STUDY

- ▶ During 1920, John Watson performed an experiment on an 11 year old boy.
- ▶ The 11 year old boy was never afraid of rats.
- ▶ But Watson had conditioned him to be afraid of the rat every time he heard this metal noise.



CONDITIONAL LEARNING; OPERANT



- ▶ Operant conditioning is when one is rewarded or punished for their behavior.
- ▶ Consequences for one's actions is a reliable quote.
- ▶ Also may be known as Skinnerian conditioning because of B. F Skinner.

**Classical
Conditioning**



**Operant
Conditioning**



CONDITIONAL LEARNING; OPERANT



Operant conditioning can be done using 2 concepts:

Reinforcement:
action done to
increase behavior.

- Positive: rewards post event
- Negative: avoid action pre event

Punishment: example
of action to decrease
behavior.

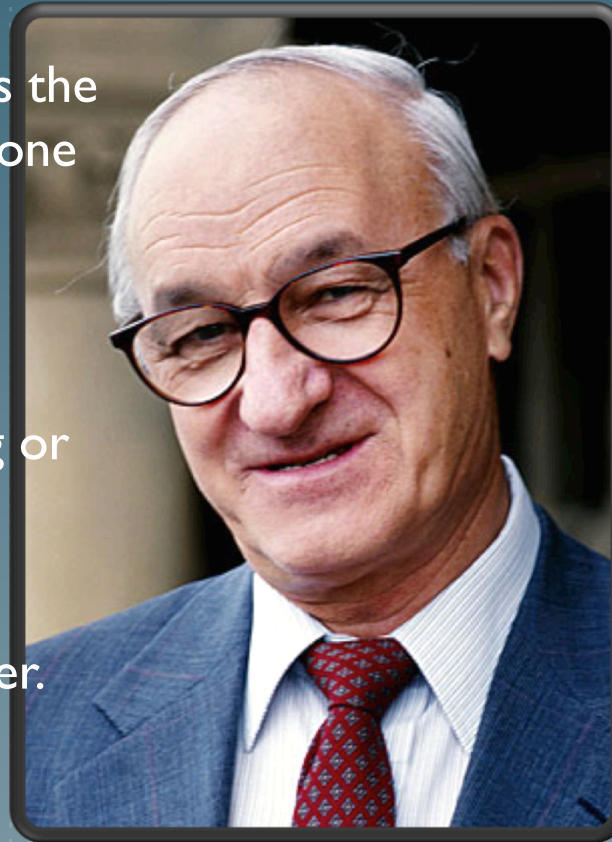
- Positive: punished by application
- Negative: punished by removal

CONDITIONAL LEARNING;
OPERANT

SKINNER BOX VIDEO

2) OBSERVATIONAL LEARNING



- ▶ Observational learning is the learning **method** where one **intakes information** by **observing** situation.
- ▶ Also known as modeling or **social learning**.
- ▶ Albert **Bandura** is founder.



Bandura realized that there were **3 concepts** to modeling;

- 1) Ones are able to learn through **observing**
- 2) **Mental** states affect learning
- 3) Just because it's learnt, doesn't mean it effects **behavior** permanently

2) OBSERVATIONAL LEARNING

Learn Through Observing	Mental States	Learning & Permanent Behavior
<p>3 basic models out of Bobo Doll experiment;</p> <ul style="list-style-type: none">→ Live model ex. parent→ Verbal model ex. textbooks→ Symbolic model ex. Fictional characters 	<p>One must be in an intrinsic, naturally satisfied mood to learn things.</p> 	<p>Steps to modeling process;</p> <ol style="list-style-type: none">1. Attention; focusing on presentation2. Retention; storing presentation mentally3. Reproduction; turning retention into action4. Motivation; believe in presentation

FIND OUT YOUR PERSONALITY USING MBTI TEST

A woman with blonde hair and sunglasses is lying on her side on a wooden floor. She is wearing black boots and has her legs bent. The background is a dark, textured wall.

[http://www.humanmetrics.com/
cgi-win/jtypes2.asp](http://www.humanmetrics.com/cgi-win/jtypes2.asp)